

The master thesis “The Influence of Picture Coverage on the Content of Supplement Magazines of the Newspapers MF DNES, Lidové noviny and Hospodářské noviny” is focused on the influence of picture coverage on the production of supplements of three national daily newspapers. The research conducted within the thesis evaluates how the editors work with picture material, and combines a quantitative research of the picture coverage of the newspapers with the qualitative research of interviews with heads of the editors of the magazines. The research examines what kind of picture coverage appears in the supplements, how the editors inform about sources of the picture coverage and what is the influence of the picture coverage on production of texts and articles. Both parts of the research are compared, and as a result, the comparison shows the differences between measured data of the quantitative analysis and opinions of managers on picture coverage in their magazines. The following magazines are included in the research: Víkend Hospodářských novin, Pátek Lidových novin a Magazín DNES, which belongs to MF DNES. In the theoretical part the author gives basic theses of media effects, agenda setting, gatekeeping, carries out a search of available researches and presents an overview of the media market of national newspapers and their supplements in the Czech Republic.